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South Park Stakeholders Group

March 12, 2012

South Park BID Service Center
1333 South Hope Center
Los Angeles, CA 90015



I. Attendance

Cliff Hoffman, California Hospital Foundation
Robin Bieker, Bieker & Company-via conference call
Phillip Hill, LA Convention Center
Gary Warfel, Titan Organization
Robert Buente, 1010 Development Corp.

Staff

Daryl Landis, Operations Manager
Nytika Ridgeway, Safety Officer
Victor Gonzalez, LA Conservation Corps Manager
Sharon Guzman, Dispatcher

Partners

Tara Devine, Devine Strategies
Tom Compere, RBZ
Marco Li Mandri, New CityAmerica
Shawn Sedlacek, The Vox Group

Not Attending

David Galaviz, USC Local Government Relations
Darryl Holter, Shammass Group
John B. Kelly, HolidayInnCityCenter
Michael Collins, LA INC., The Convention & Visitors Bureau
Edwin K. Marzec, Edwin Marzec A Law Corporation
Martha Saucedo, AEG

II. Public Comment Cliff Hoffman asked for public comment on posted agenda items. No public comments were received.

III. Call to Order Cliff Hoffman called the meeting to order at **2:04 pm**. Quorum was present and self-introductions were made.

IV. Minutes Approval of BID minutes for January 17, 2012, were discussed. Robert Buente noted he was missed in last meetings attendance. He was present via conference call.

- Petition was motioned and seconded to approve these meeting minutes. Motion carried.

- V. BID Operations** Nytika Ridgeway and Victor Gonzalez discussed district safety and maintenance issues with statistics for January and February noting that there was an increase in power washing for the month of January.
- VI. Financial Report** Tom Compere from RBZ provided the financial report for February 2012 and stated that the ending cash balance was \$66,955.14. He also noted the split in personnel compensation into marketing and safety.
- VII. Brown Act/ Best Practices Seminar** Daryl Landis stated he would be attending a seminar conducted by the city clerk on March 22, 2012 from 1-4pm and noted it was mandatory for a board member to attend, per city clerk.
- Gary Warfel volunteered.
 - A motion was carried to extend invitation to city clerk for future Board Meetings and brief Brown Act presentation.
- VIII. SP Board Officers Confirmations** Cliff Hoffman discussed to appoint the following:
Cliff Hoffman-President
Phillip Hill-Vice President
Robert Buente-Secretary
Gary Warfel-Treasurer
- Motion was made, seconded and unanimously carried to accept appointed board officers.
- IX. Marketing Survey** Shawn Sedlacek, briefly went over the questions that were conducted in the survey followed by some of the answers and feedback they received.
 He advised review findings and committee recommendation
- X. Executive Committee Meeting Updates** Motion to accept committee structure as proposed by New City America and adopt revised Bylaws unless opposed by Friday March 16th at 5:00pm.
- Motion was seconded and approved. Motion carried
- XI. SB 949-(Alpha BID)** Marco LiMandri updated SB-949 status and recommended the Board publicly support this senate bill.
- XII. Other Business** It was suggested to consider having a board member run for DLANC position
- XIV. Next Meeting** The next meeting is scheduled for May 14, 2012 at 2:00 p.m.
- XV. Adjourn** Meeting adjourn at 3:50 p.m. Motion carried